

# BAILLIE WARD

## CONTACT

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## LET'S CONNECT



/in/baillieward



@baillieward



bailliesward.com

## EXPERIENCE

### MARKETING CAMPAIGN MANAGER

TERMINUS | FEB 2019 - PRESENT

- Design and execute account-based marketing programs to engage and influence target accounts across multiple channels (incl. digital, email, webinars, social, direct mail, and field events)
- Develop, edit, and produce conversion-driving content
- Continuously update and improve upon core ABM nurture streams
- Partner with sales and marketing teammates to increase opportunity creation, pipeline acceleration, and customer retention
- Work cross-functionally to define program goals and lead ABM programs to successful, on-time execution

### COPYWRITER AND CONTENT STRATEGIST

CRISP VIDEO GROUP | AUG 2017 - FEB 2019

- Created, edited, and distributed all content (incl. blogs, emails, webinars, speeches, eBooks, landing pages, SMS campaigns, direct mail, and newsletters)
- Collaborated with CEO to write and design keynote presentations for conferences nationwide, resulting in \$7M+ in revenue
- Worked with the marketing team to hit the monthly MQL goal 16/19 months on the team
- Supported launch and ongoing promotion of all Crisp initiatives, incl. two referral programs and the Crisp Summit (500+ registrations)
- Designed, edited, and executed the launch of Crisp's monthly print magazine, the *Game Changers Journal*, to 500+ clients nationwide

### MARKETING AND DEVELOPMENT INTERN

CHILDREN'S HOME SOCIETY | JUNE 2016 - MAY 2017

- Managed and created content across social media channels
- Created, edited copy on all outgoing sponsorship and grant requests
- Assisted in marketing multiple charity events; raised \$200,000

## VOLUNTEER EXPERIENCE

### CONTENT DIRECTOR, ATLANTA CHAPTER

AMERICAN MARKETING ASSOCIATION | SEPT 2019 - PRESENT

- Contribute collateral to support AMA marketing initiatives
- Raise awareness for the AMA Atlanta chapter

### COLLEGIATE RELATIONS, ATLANTA CHAPTER

AMERICAN MARKETING ASSOCIATION | SEPT 2019 - PRESENT

- Organize and support events for upcoming and recent grads to help them explore their career options for Marketing roles in Atlanta

## EDUCATION

### B.S. IN MEDIA/COMMUNICATION STUDIES

MINOR IN SPANISH

FLORIDA STATE UNIVERSITY | 2014 - 2017

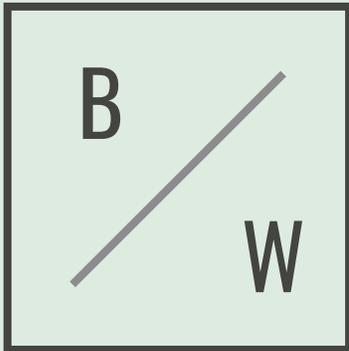
SUMMA CUM LAUDE - GPA 3.97

FSU INTERNATIONAL PROGRAMS | MAY - JUNE 2016

COMMUNICATION IN LONDON

## SKILLS, PLATFORMS, AND PROGRAMS

- Copywriting
- Content strategy
- Email marketing
- Account-based marketing
- Direct mail marketing
- Social media management
- Demand generation
- Adobe Creative Cloud
- SFDC, Hubspot, Marketo
- Wordpress

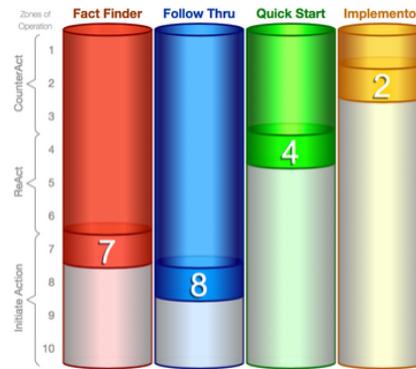


# BAILLIE WARD

## THINGS YOU SHOULD KNOW

Over the years, I've completed a number of personal and professional assessments that will give you deeper insight into my strengths as a potential member of your team.

## KOLBE A INDEX



### BAILLIE'S KOLBE:

I'm highly dependable at providing comprehensive methods for monitoring activity. Others can count on me to plan thoroughly, coordinate details, and be pragmatic in the use of diagrams and schedules I create. I **strategize, systematize, modify, and envision.**

## PLUM TALENT ASSESSMENT

### BAILLIE'S PLUM TALENTS:

- Teamwork
- Task Management
- Conflict Resolution

### AT WORK, I...

- Delight in pursuing exceptionally challenging goals and putting forth great effort to attain them
- Love being very organized and having a plan
- Appreciate foreseeable and predictable challenges
- Enjoy familiar day to day experiences and routine activities
- Enjoy making others happy and connecting with people emotionally
- Appreciate opportunities to collaborate and cooperate with others

## CLIFTONSTRENGTHS BY GALLUP

### BAILLIE'S CLIFTONSTRENGTHS:

- **Input:** I like to collect and archive all kinds of information
- **Discipline:** I enjoy routine and structure
- **Developer:** I recognize and cultivate the potential in my teammates
- **Empathy:** I can sense the feelings of others
- **Learner:** I have a great desire to learn and want to continuously improve

## MYERS-BRIGGS TYPE

### BAILLIE'S MYERS-BRIGGS TYPE: INFJ

As an INFJ, I am not an idle dreamer, but someone capable of taking concrete steps to realize my goals and make a lasting positive impact.

## A FEW FUN FACTS ABOUT ME...

I've taken a yoga class with Usher, I make great banana bread, and I've written chapters in two different books.